



CONTACTS

MARCH

1954



You !

When you get what you want in your struggle for self
And the whole world makes you king for a day,
Just go to a mirror and look at yourself,
And see what THAT man has to say.

For it isn't your father or mother or wife
Who judgment upon you must pass;
The fellow whose verdict counts most in your life
Is the one staring back from the glass.

Some people may think you a straight-shootin' chum
And call you a wonderful guy,
But the man in the glass says you're only a bum
If you can't look him straight in the eye.

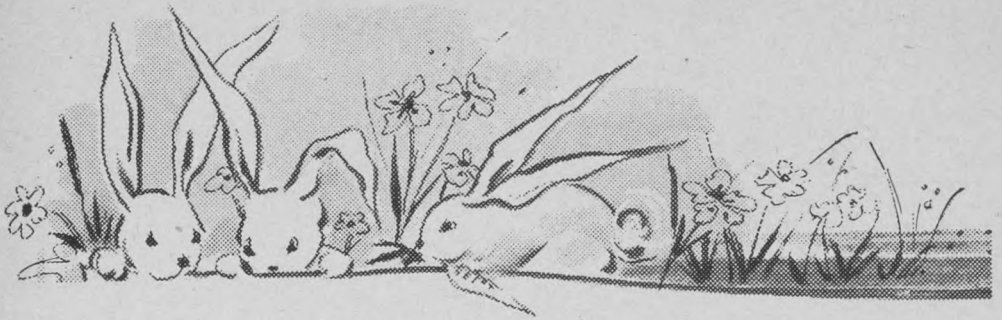
He's the fellow to please, never mind all the rest,
For he's with you clear up to the end,
And you've passed your most dangerous, difficult test,
If the man in the glass is your friend.

You may fool the whole world down the pathway of years,
And get pats on the back as you pass,
But your final reward will be heartaches and tears
If you've cheated the man in the glass.

—Anonymous

—Observed by M. Sutherland (160)





The Tale of the Easter Bunny!

By HELEN CRAWFORD, City Advertising

The Easter bunny that comes hopping along to your house 'round about the eve of Easter, carrying a big basket brimming with coloured eggs and Easter surprises, is the hero of our story.

Let's call him Sir Peter because we're sure he must have come from a long line of aristocratic rabbits with a very cultural background. Now, Sir Peter has a rare genius for picking up bits of information and passing them on to Contacts—like how many rabbit hops it is to the moon—and how many carrot curls go into rabbit stew . . . statistics, statistics, statistics . . . Sir Peter is a regular hopping "Encyclopaedia Rabbiticania."

Finally, when we got around to asking him some facts and figures about Eaton's Candy Factory and their output of rabbits and chicks and eggs (grade A large, delicious) for Easter, 1954, Sir Peter wriggled his intelligent rabbit ears, settled back in his rabbit's nest and gave us reams and reams of information about what goes on at the Candy Factory, and how and why and when. In fact, we were so engrossed with his story we decided to pay a call and just see what actually happens!

Production of all Easter treats began on January 12 and by April 1 all the moulding and trimming will be completed. This year over 8,000 pounds of chocolate will be used in the novelties alone. This will make over 115,000 chicks, rabbits and roosters and what-have-you. Besides, there will be almost 60,000 dozen eggs (quite something to crow about!).

The chocolate for all this is first melted down in giant copper cauldrons—two of them—one for light chocolate, the other for dark.

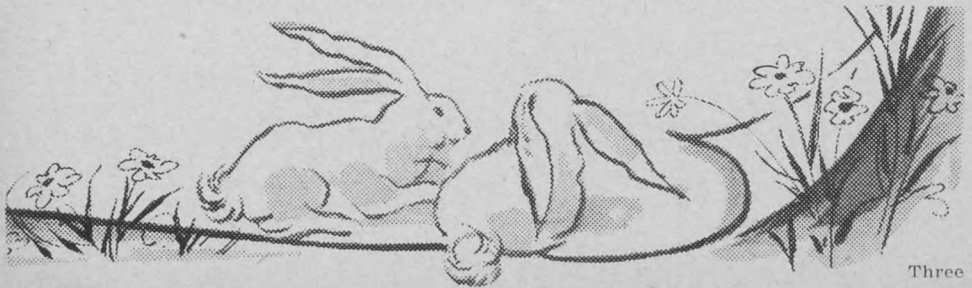
When the temperature is just right the chocolate is poured into the various moulds

—and what an assortment of shapes and sizes! When they are filled to the moulder's satisfaction they are placed in an air-cooled cabinet and allowed to harden. When this process is completed, chocolate bases are made and added to the rabbit or chick or whatever the novelty happens to be. Then they are sent off to another room where the trimming and decorating takes place.

Then comes the wrapping and packaging. Sometimes they are put into fancy straw baskets filled with coloured shredded cellophane or tissue paper; the eggs meet their egg cups and live happily ever after.

Then they are whisked over to the Store to make their appearance on the candy counters. This is where thousands of mummies, daddies, rich uncles, aunts and forty-second cousins spy them and march them home to be the big Easter treat for Winnipeg's small fry!

And what happens to Sir Peter? He just flickers his whiskers and goes hopping off to his rabbit hutch—probably to get himself all slicked up for next Easter!



Welcome to the Eaton Quarter-Century Club

MISS INA TAPOLA

Miss Ina Tapola celebrated 25 years' continuous service with Eaton's Lunch-room Service on February 14. At present she is a member of Department 1100G. At a presentation in honour of her entry into the Eaton Quarter-Century Club, Mr. R. Love head of department, presented her with a cedar chest on behalf of the staff.

Miss Tapola was born in Fairport, Ohio, in the United States. She is very active in Lutheran Church circles, and her favourite hobby is embroidery and other forms of hand work. Many more happy years with the Company, Miss Tapola.

JOHN HOWARD KEYS

Mr. J. H. Keys, head of department of the Cash System, became a member of the Quarter-Century Club on February 11, 1954.

A breakfast was held honouring the occasion and 88 members of the staff, associates and friends were on hand to extend congratulations. Among those attending were Mrs. J. H. Keys, Mrs. I. Dickson and Mr. W. L. Palk, Store superintendent.

Mr. V. T. Fotheringham was chairman and Mr. H. W. Einarson made a presentation of luggage, a gift from the department. Mr. Einarson, in his remarks, paid tribute to Mr. Keys' capabilities, his good relations with both customers and employees, and the esteem in which his host of friends in the Company hold him.

Mr. Keys, in accepting the gift, spoke of the co-operation and friendliness in the department and thanked everyone for their thoughtfulness and good wishes.

Mrs. Keys was presented with a bouquet of 25 roses by Miss Lynne Mills. Mrs. Keys is a former Eatonian, having worked in the Budget Plan.

Mr. and Mrs. Keys are planning a trip to Great Britain and the continent in the early summer. Congratulations again, and may you enjoy your trip.

Mr. Keys' experience with the Company includes 11 years in the General Audit and 14 in the Cash Office. He is a past president of Eaton Employees' Charitable Fund, past president of Eaton Assistants' Association, past chairman of Eaton Men's Bridge League and on two occasions a member of the bridge team winning the W. G. B. Dailley shield.

MISS GLADYS EDGAR

This Scotch lass spent 14 years with the Merchandise Office in Edmonton and after three years in the Women's Division of the R.C.A.F., came to the M.O. Superintendent's Office in Winnipeg where she has been for the last eight years.

On Thursday, January 28, Miss Edgar celebrated her quarter-century anniversary with the Company. At that time, in addition to the step table and flowers she received from the office staff, she received many personal gifts and myriads of wires and letters of congratulation from Calgary, Edmonton and Vancouver.

Her friends in Edmonton sent along a large display card, personally signed by all, welcoming her as a member of the Quarter-Century Club. The Vancouver Mail Order also sent a beautiful bouquet of flowers.

On Thursday, February 25th, at a dinner in her honour held at the Paddock, she received a chest of silver flatware from her friends and associates.

Miss Edgar is a member of the Professional and Business Women's Club of Winnipeg and an enthusiastic golfer.

NORMAN JOHN DAY

Mr. Day, who has been a member of the Delivery staff since he joined the Company 25 years ago, celebrated his quarter-century anniversary on Saturday, February 6. On behalf of the staff,

(Continued on Page Twenty-Two)

Top: Miss Ina Tapola. Second: Howard Keys. Third: Miss Gladys Edgar. Lower: Norman J. Day.

Four





Miss Nona Adell Carrothers



William Louis Sparks

Thirty-Fifth Anniversaries

MISS NONA ADELL CARROTHERS

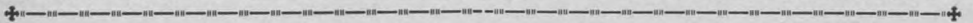
February 11, 1954, was a gala day for Miss Nona Carrothers, of the Meat Office, it being her 35th anniversary with the Company, and all of it spent in the Meat Office. On behalf of the staff, Mr. W. Hodgson, supervisor, presented Nona with a mantel radio. He complimented her on her work over the years, and also on her personality and eagerness to help others at all times.

Nona was also the happy recipient of many personal gifts from friends and associates in other departments. In the evening a delightful party was enjoyed by the office staff at her suite. Congratulations, Nona!

WILLIAM LOUIS SPARKS

After 35 years' continuous service with Eaton's Box and Bag Factory, Mr. Sparks commented: "Eaton's is a good Company to work for." Born in Greenwich, Kent, England, he is married to the former Jean Carlton, of the Basement Lunch Counter. They have one daughter, Deborah. Mr. Sparks' hobby is carpentry and woodwork.

On Wednesday, January 27, the day he celebrated his 35th anniversary, Mr. H. V. Clarke presented Mr. Sparks with a suede jacket on behalf of the staff of the Box and Bag Factory.



Brandon Brevities



SOMETHING FOR EATON ANGLERS TO BETTER

With spring around the corner and months of fishing ahead—here is an early inspiration for the new season.

The last week of fishing, last season, Reg Sutherland (B237), Johnny Sutherland (B253) and Herb Brown (B379), spent a profitable morning landing three beauties, all pickerel. These pickerel topped all records around Brandon. Left to right: officially weighed 13 lbs. 1 oz., 7 lbs. 2 oz., 11 lbs. 12½ oz.

Five





Top Row—Left to Right: F. C. Gardiner, L. Patterson, J. Slater.
Centre Row—Left: Miss Jessie McNaughton. Right: George Grant.
Lower Row—Left: R. Smullen. Right: A. J. Barnett.

So Long, Old-Timers!

F. (FREDDIE) C. GARDINER

After 11 years with the Company, Freddie Gardiner, of the Paint Shop, retired on Saturday, January 23. A presentation was made by Sam Hives, head of department, on behalf of members of the staff. Their gift was a beautiful ash tray. Freddie received a multitude of good wishes for many years of health and happiness from his associates.

Mr. Gardiner, who enjoys gardening, is a good hand at whist and plays bridge nearly every Saturday night, hopes to be able to find time to paint his own home now.

LEONARD PATTERSON

On Saturday, January 16, Mr. Leonard Patterson, of the M.O. Packing and Assembly, retired after 35 years with the Company. He received a mirror from the girls on the floor. Best of luck, good health and happiness in the future.

JOHN (JACK) SLATER

Friday, February 12, a supper and dance was held at the Roseland in honour of Mr. J. Slater on the occasion of his retirement after 42 years of service with the M.O. Children's Shoes. Mr. P. W. Carter, supervisor, presented him with a Royal Doulton figurine on behalf of his friends and business associates.

Saturday, February 13, Mr. B. H. McGregor, head of department, presented Mr. Slater with a La-Z-Boy rocking chair from the staff. He also received a travelling clock from the girls in the department as well as other gifts from his many friends.

Mr. Slater is married and has four children and 12 grandchildren. He is a member of the I.O.O.F. and for 20 years was an active playing member of the Eaton Cricket Club.

MISS JESSIE McNAUGHTON

Saturday, January 23, marked the retirement of Jessie McNaughton, of the Wages Office, after 37 years with the Company. At that time she was presented with a watch from the office and numerous other gifts from her many friends in the Store.

Miss McNaughton was also the recipient of a cashmere sweater and the "Skating Lady" in Royal Doulton, at a breakfast held at Moore's by a group of the Wages Office girls. A second group met at the home of Mrs. Jessie Brown (a former member of the staff) for an evening's entertainment where Jessie was presented with a string of Richelieu pearls. Best wishes from your many friends for your future happiness.

GEORGE ALEXANDER GRANT

Saturday, February 13, marked the retirement of George Grant, of the Printing Plant, after half a century in the printing trade and nearly 33 years with Eaton's. At a presentation held February 12 he received a clock radio from his associates and made the following comment: "It has been a pleasure to have worked for Eaton's, and under the management of 1745 Department, and to have made the friendly contacts of my fellow workers."

Married, he has two children; his daughter, Margaret, was formerly with the Fancy Goods Department, and his son, George, is a research chemist in Valleyfield, Quebec. Mr. Grant's many interests such as bowling, golf, soccer, the Masonic and Sons of Scotland Lodges, will help to make his retirement a happy and active time.

ROBERT SMULLEN

The morning of January 16 marked the retirement of that tall, well-known Irishman, Bob Smullen. His co-workers gathered in front of the Portage elevators to extend their best wishes. Mr. A. Bowman, head of department, reminisced on days spent working with Bob and also days spent hunting together—a sport Bob enjoys.

Bob was born in County Donegal, Ireland. He came to Canada in May, 1924, and started in Eaton's in 1926 in Department 132, later transferring to Department 144 where he has spent the rest of his time.

He married Belle McClelland, an escalator attendant. They have three children, June, Roberta (Wages Office) and Robert.

Bob was presented with an end table and a dance was held on January 19 at Scott Memorial Hall in his honour. Congratulations and a happy and healthy retirement is wished him by all.

ARTHUR JOSEPH BARNETT

Mr. Barnett retired on Saturday, January 16, after 13 years of service with the Company, all spent as a member of the Furniture Workroom. To commemorate the occasion his associates presented him with a lamp on that morning. Mr. Livingstone, head of department, made the presentation. Mr. Thomson, supervisor, was also in attendance.

That night at the West Kildonan Legion a smoker was held in his honour. We wish you the best in health and happiness in the years to come, Mr. Barnett.

DON'T YOU WONDER, TOO?

We sometimes wonder how it is that a man gets up in the morning after sleeping on an advertised mattress on an advertised bed and pulls off advertised pyjamas; takes a bath in an advertised tub, washes with advertised soap, shaves with an advertised safety, using an advertised cream; puts on advertised underwear and socks adjusted with advertised garters; dons an advertised shirt and collar and shoes, and an advertised suit; indulges in breakfast on advertised cereal, drinks a cup of advertised coffee; puts on an advertised hat; lights an advertised cigarette; rides to the office in an advertised car with advertised tires; uses an advertised fountain pen on advertised paper at an advertised desk; dictates his letters to an advertised device and has them transcribed on an advertised typewriter; reads advertised books and newspapers; attends advertised shows; deposits his money in advertised banks; and on Sundays attends advertised services; then refuses to advertise on the grounds that—advertising doesn't pay.

Coming Event . . .

EATON THEATRE GUILD

presents

"YOU CAN'T TAKE IT WITH YOU"

Playhouse Theatre, April 7 and 8

Watch Notice Boards for Details re Ticket Sale



PLANNING A GARDEN?

Annual Flowers For Canadian Gardens

There are many ways in which annual flowers can be used and even the smallest garden can grow a few which will add to the appearance of the home. They are particularly useful for planting in the garden of a new house and will provide colour and interest before the permanent planting can be done. Many people who live in rented houses do not care to spend much money on the flower garden, but by a small outlay on seeds of hardy annuals much can be done to improve the appearance of the home and to provide flowers for indoor decoration. Alyssum, calendulas, marigolds, petunias, phlox and zinnias will provide gay colours the first year and will usually succeed even on poor light soil.

There are no flowers that give more satisfaction for house decoration than can be found among the annuals. They are truly "cut and come again" flowers as new blooms continue to appear if the old ones are cut off before seed pods form. The best way to grow flowers for cutting is in rows in the vegetable garden or between it and the lawn. A row of sweet peas trained up brush or chicken wire acts as a screen as well as providing quantities of flowers for cutting. By having a "cutting" garden there is always plenty for the house as well as for giving away to friends, without spoiling the appearance of the flower borders. If it is not possible to grow plants for cut flowers only, then some of the varieties that are grown for display should be chosen with the idea of using these for home decoration.

If space permits, a special garden can be made for annuals in much the same way as a rose garden is made. Beds of various sizes and shape can be arranged to fill the space available. To get the best results, a plan of the layout of the beds should be made on paper, and the variety of plants to be used in each bed chosen. The simplest plan would be to use one kind of plant with a border of sweet alyssum (*Lobularia*) in all the beds. Petunias in mixed colours or a different coloured variety in each bed would be very effective. The alyssum would bloom in a few weeks after sowing the seed and be colourful until the petunias bloom.

For any one who likes yellow flowers, calendula seeds could be sown in the beds in early May and if the seedlings are thinned out to six or eight inches apart there would be a good show of flowers all season. Many

other plants and combinations of plants could be used but it would be best to grow the seedlings in a seed-bed or cold frame and transplant the young plants into the garden if any combination of plants is required.

Annuals are grown from seed each year. The first step in success is to obtain good seed from a reliable dealer. Seeds collected in a garden where several varieties of the same plant, such as zinnia, are grown in close proximity will not produce plants true to type.

The most common mistake in handling annuals is that of sowing the seed too early. Unless one has the use of a small greenhouse or bright sunroom, the first to fifteenth of April is the earliest date practical. Under average conditions seeds sown indoors before this date produce spindly plants that are very subject to a fungus disease known as "damping off." The average gardener is advised to buy plants that come within groups C and D on the market rather than grow them from seed grown at home.

For the purpose of growing from seed, annuals and perennials grown as annuals may be divided into four groups according to length of time elapsing between seed sowing and blooming date. The following dates of sowing are arranged so as to have plants in bloom about the middle of July.

- (a) Those which require only 60-70 days from seed to bloom. These should be sown in a cold frame about May 1 or in the open ground May 10-15.
- (b) Those requiring 80-90 days. These may be sown indoors or in a hotbed about April 15-20.

- (c) Those requiring 90-100 days. These may be sown indoors or in a hotbed about April 1, though if a greenhouse is available March 20 would be advisable.
- (d) Those which require 110 days or more. These should be sown in a greenhouse only, from February 20-March 1.

Soil

If the seeds are to be sown indoors in pots or flat boxes a good soil to use is made of equal parts of loam and leaf mould with sufficient sand added to make it friable. In order to avoid the fungus disease known as "damping-off" it is desirable to sterilize the soil. Boiling water may be poured over the soil until the temperature rises to 180 degrees Fahrenheit. The soil should be covered to hold that temperature for half an hour and allowed to dry before placing it in the pots.

The pots should have about an inch of broken crocks or small stones placed in the bottom for drainage and the soil placed on top, filling the pots or flats to within an inch of the top. Half an inch or more of finely sifted soil is placed over this and a round board or can used to pack the soil firm and smooth, leaving the surface $\frac{1}{4}$ to $\frac{1}{2}$ -inch below the rim of the pot.

The pots should then be placed in a shallow tray of water and allowed to stand until the moisture soaks to the top. Then they are stood aside to drain, when they are ready for the seed. The seed is scattered thinly over the surface or sowed in rows in flat boxes. The depth to which the seed is covered varies according to the size of the seed. Twice the diameter of the seed is generally considered the best depth to cover with finely sifted soil or moss. Very fine seed is lightly pressed into the surface and no soil cover is needed. After sowing, the pots should be covered with a pane of glass and a sheet of paper laid over the glass to shade the soil from the sun. As soon as the seed begins to germinate the covering must be removed.

Great care is needed in watering seed pots and flats. If possible, it is better to stand them in shallow trays and let the water soak up from below rather than to water on the surface.

When the seedlings are large enough to handle they should be transplanted into flats in the greenhouse or into hotbeds. Three to six inches should be left between the plants, depending on the size they will grow. If no cold frame is available for hardening off the seedlings, it can be done by placing the flats outdoors during the warmest part of the day and bringing them indoors before the temperature cools. By

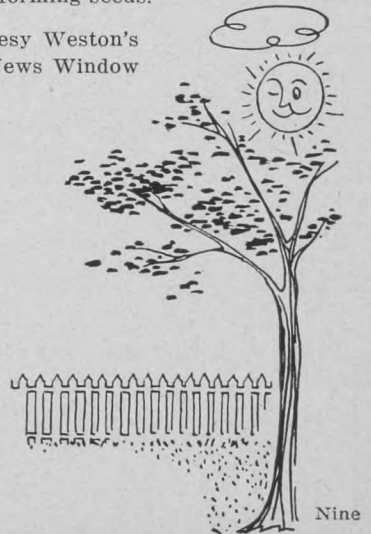
gradually lengthening the time they are left outside they will be ready to plant outdoors when spring weather comes. By raising plants indoors they will come into bloom a week or two earlier than those that are started outside.

Although annual flowering plants do not require very rich soil the ground needs to be well supplied with available plant food. Leaf mould or pulverized peat moss will add humus to the soil and commercial fertilizers can be used to supply the extra plant food required. It frequently happens that in new gardens the subsoil as well as bits of bricks, stones and other rubbish have been left on the ground. This should be removed from the place where flowers are to be planted as nothing will do well under such conditions. Loam should be used to replace the material that has been removed.

The transplanting of the seedlings should be done on a dull, cloudy day when the ground is fairly moist. If the soil is very dry it should be watered and the plants shaded from the hot sun for a few days with paper. The distance apart to set the plants depends on the kind. Sweet alyssum should be six inches apart but giant zinnias require three times that space for full development.

A final note of warning. When the plants are small the weeds should be kept under control. If it is done thoroughly during the first few weeks they will not be troublesome later. In very dry weather, it may be necessary to water the plants. A thorough soaking of the roots once a week is better than sprinkling every day. In order to keep the plants blooming for a long period the flowers should be cut off when they fade. If they are left to form seed pods, the growth of young buds is checked as the strength of the plant is used in forming seeds.

—Courtesy Weston's
News Window





Top Row—Left: A scene from the play, "A Marriage Proposal." Right: The cast of "The Dear Departed." The men, left to right: Max Jennings, Mike Kowal, Dave Swan. The women, left to right: Nellie Nichols, Maybell Stutter, Una McKenzie.
Lower Row—Left: Cast of "A Marriage Proposal," Arni Monk, Moyra Horne, Michael Zarzycki. Directed by Mildred Carlson (seated). Right: A scene from "The Dear Departed."

Eaton Theatre Guild Invitation Night

Sets Pace for Major Dramatic Production

If you asked any one of the 250 enthusiastic boosters of the Theatre Guild who attended the first invitation night, February 4, what they thought of the two one-act plays produced that evening, the answer would be "Terrific" . . . with considerable emphasis.

From the introductory remarks by Vice-President Joe Leighton, to the singing of the National Anthem, the whole evening went smoothly, the staging and acting being a credit to every member of the Guild participating. The fluid notes of Roy Firth in three fine selections added greatly to the evening, as did the rendition of the "Dark Town Strutters' Ball," in blackface, by Joe Runner.

The first play was an hilarious interpretation of a Russian classical comedy. "A Marriage Proposal," written by Anton Tchekoff; the other, "The Dear Departed," by Stanley Houghton, was a comedy of errors (they were all in the script!).

Casts were as follows: "The Dear Departed"—Maybell Stutter, Una McKenzie, Michael Kowal, Nellie Nichols, Dave Swan, Max Jennings. Directed by Joe Leighton; supervised by Michael Blurton.

"A Marriage Proposal" — Arni Monk, Michael Zarzycki, Moyra Horne. Directed by Mildred Carlson; supervised by Michael Blurton.

The major presentation of the Eaton Theatre Guild will be "You Can't Take It With You," in the Playhouse Theatre. April 7 and 8. We hope to see many of those who acted in the Invitation Night plays take part in this.

The same program was presented to patients of St. Boniface Sanatorium by request on Wednesday, February 17, and at Princess Elizabeth Hospital on Wednesday, February 24, 1954.

Hockey News

By WALTER McDONALD

Well, folks, it seems like our hockey season just got started and now the time for the play-offs has rolled around. The executive had to cut one night off the schedule, therefore each team played eight games only. The league standings, and the teams' goalkeepers' averages for the eight games, are as follows:

Team	W	L	T	Pts	GSA	Aver.
Vikings	6	1	1	13	29	3.62
Red Wings	3	4	1	7	37	4.62
Rockets	3	4	1	7	43	5.37
Gremlins	2	5	1	5	36	4.50

The Big Three in the scoring parade has undergone a change from last month's listing. It is as follows: Ted Creran, of Red Wings, with 16 goals and 6 assists, with Les Cull, of Rockets, following with 13 goals, then comes George Glazier, of Vikings, with 8 goals and 4 assists. There are quite a few other sharpshooters but I just haven't the space to list them.

Speaking of sharpshooters brings to mind Frank Philpott's feat of February 5. Frank, in the Red Wing's goal, shut out the Rockets while his teammates went on a scoring spree for 9 goals.

I've noticed a few of the relatively old timers trying their hand in this young man's game. For instance, Gordie Quinn came out of retirement to play for Red Wings. Also, our league president, Helgi

Johnson, was in the nets for the Gremlins during their last regular game.

Johnny Lemmon told me he is thinking about retirement from hockey, BUT he didn't say which year. Johnny English and George Glazier, of Vikings, are tied in their individual efforts to see who can make the most trips to the penalty box—so far they have nine visits apiece. A few more fellows visit me in the box regularly, but I won't mention them all.

The play-offs will have started by the time you read this, but how about coming out to see the last games of our season at the Olympic rink, Fridays at 8 p.m. There is no charge for admission during these games.

That is all for this month, but I will be back next month with the results of the play-offs.

RECENT APPOINTMENTS

Winnipeg

Department W166A—Interior Decorating;

Department W1078—Contract Sales:

MR. J. W. MOSS, supervisor;

MR. A. L. CURTIS, signature.

Department W33—Piece Goods, Cottons, Rayons, Silks, Woollens, Linings and Patterns:

MR. J. B. DONNETT, assistant.

Department W15—Jewellery, Watches, Clocks, Hollow-ware, Flat-ware, Thermos Bottles, Metal Smoking Stands, Binoculars, Field Glasses, Telescopes, Barometers, Barber Supplies, Electric Razors and Pottery Gift Novelties;

Department W17—Leather Goods and Handbags:

MR. D. I. DEWAR, assistant.

Department W187—Fashion Co-ordinator:

MISS J. SHERMAN, assistant.

Medicine Hat

Department MH270—Furniture, Sewing Machines, Beds, Springs, Mattresses, Carpets, Linoleum, Tile, Draperies, Electric Lamps, Fixtures, Appliances:

MR. L. A. McGRATH, assistant.

Dauphin

Commencing Friday, January 15, 1954, Department D270 was divided as follows, under the present management:

Department D253—Hardware, Housewares, China and Glassware, Toys, Wheel Goods, Sporting Goods, Bicycles, Luggage, Auto Accessories, Tires and Tubes, Stoves, Paints and Wallpaper, Electrical Appliances;

Department D270—Furniture, Sewing Machines, Beds, Springs, Mattresses, Carpets, Linoleum, Tile, Pictures and Mirrors, Electric Lamps.

Prince Rupert Order Office

Please note that the Mail Order Office in Prince Rupert, B.C., was extended to include a Heavy Goods Depot, to be known as PRR260, on Thursday, February 11, 1954. New location will be 328 West 3rd Avenue: MR. V. B. CICCONE, in charge.

Smithers Order Office

Please note that an Order Office opened for business on Friday, February 12, 1954: MISS A. LEITH, in charge.

Mission City Order Office

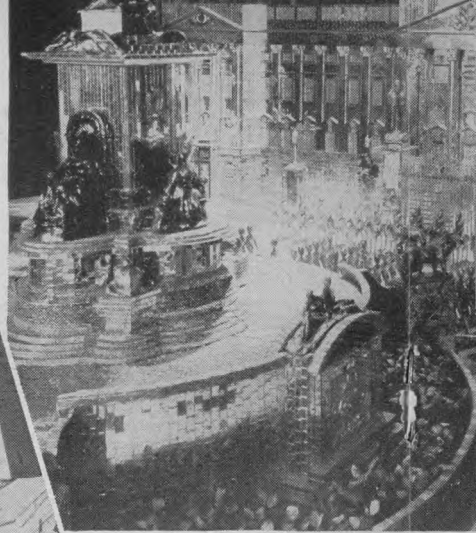
MISS G. OVERSTALL, in charge.

Kimberley Order Office

MISS G. COON, in charge.

Haney Order Office

MRS. C. STARR, in charge.



BIG WEEK AT EATON'S BIG ATTRACTIONS AND BIG C

Yes, bonspiel week is a big week for Winnipeg, to make it just that much more exciting for Winnipeg visitors.

This year was no exception; the Big Store went to make demonstrations which would interest everyone. A campaigner in Winnipeg's 66th annual bonspiel. At the Store during the week there was a daily act by Davies, program director of CJOB. Mr. Davies de of the various displays and interviewed the people.

In the Donald Annex was the experimental mode by students of the Manitoba Technical Institute from Stockholm, Sweden. Of interest to the ladies consultations by Miss Mabel McCaw, of the Richa

On the Second Floor was the exhibition made a Winnipeg, which provided an interesting display, reminders of the days when men went down to th

The Third Floor provided a variety of display t there were Dorothy Faulconer's cooking and b Handicraft Guild craftsmen making pottery and fi and Decker demonstration of the practical uses assembling of Alasco Aluminum doors and window how to use plywood, masonite and panelyte to im would sure be able to talk dad into buying him a n given by the talking mannikin.

The "golden" mirror glass reproduction of Buck ment, plus Nancy Nylon's example of how nylon ca were two of the most popular displays in the Stor ages) were concerned, you just couldn't beat the that likeable little honeybear and his colourful fr

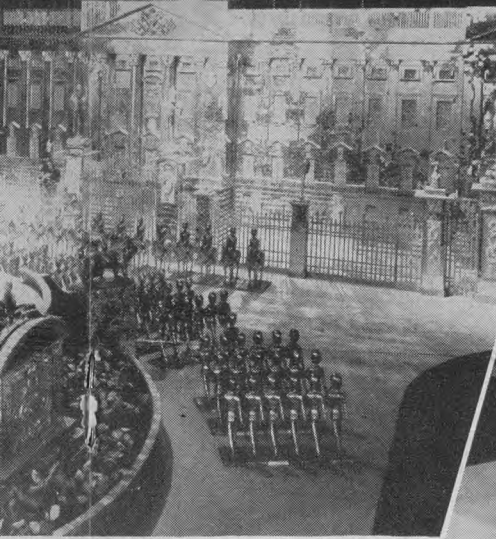
The widely discussed display of City Hall desig Sixth Floor. Also on Six were demonstrations b and amateur interior decorator. Displays gave t own wall-paper and paint with the new rubber-ba

The Seventh Floor gave us all a preview of the spring (did you notice how much sharper the pic receiver?). "Tommy Silex" and his ventriloquist whole family. Finally, to top off the whole Big Winnipeg's new post office which we have all be

A Big City, a Big Store, Big Attractions, Big Eaton's.

Twelve





X



EATON'S WITH BIG VALUES AND BIG CROWDS TO SEE IT ALL

for Winnipeg, and Eaton's Big Week each year helps exciting for Winnipeggers and our many out-of-town

Big Store went all out to provide a number of displays interest everyone from the smallest tot to the oldest equal bonspiel. And for those who weren't able to visit as a daily actuality broadcast conducted by George Mr. Davies described the many interesting features viewed the people directly concerned with them.

Experimental model car, designed and moulded in plastic unical Institute; also the new outboard motor boat rest to the ladies, on the Main Floor were the beauty w, of the Richard Hudnut Fifth Avenue Salon.

hibition made available by the "Cutty Sark" Club of interesting display of ship models, pictures and other vent down to the sea in sailing ships.

ety of display to please the whole family. For mom, cooking and baking demonstrations and Canadian y pottery and figurines. For dad, there was the Black practical uses of modern portable power tools; the rs and windows; also a practical demonstration of panelyte to improve and beautify the home. Junior buying him a new bike after listening to the pointers

uction of Buckingham Palace and the Victoria monu- of how nylon can fit into your home and your fashions, ays in the Store. However, as far as the kiddies (all ouldn't beat the Punkinhead Puppet Show featuring ais colourful friends.

City Hall designs and models was the feature of the onstrations bound to interest the new homemaker displays gave tips on how to lay Kentile, hang your new rubber-base paints.

preview of the television due in Winnipeg later this sharper the pictures were when viewed on a Viking s ventriloquist pal were another favourite with the the whole Big Show, was the architect's model of we have all been watching "a-building."

tractions, Big Values, Big Crowds, a Big Week at



BOOSTER BUILDERS!

This letter is typical of many received in praise of "The Shopper" in both the Store and M.O.

"I wish to thank you and your staff for the wonderful selection of gifts which you selected for me for the Starratt Olsen Community Club.

"Had I been able to choose each gift individually I could not have chosen as well.

"You would, I am sure, have felt rewarded for your efforts, if you could have seen how happy each child was when he received his gift. Many thanks."

The driver mentioned here is Roy Black.

"Recently removed from my suite at 408 Ambassador Apartments, due to illness. I wish to say that part of the enjoyment of living there for the past few years has been the very excellent service given us by 'Blackie,' your delivery man on route 101.

"This man's service goes beyond the call of duty and becomes that of an interested friend. He is brisk, efficient, wastes no time, but does it all with a cheery manner and concern for his customers' welfare which, I am sure, contributed in its own small way to my recovery. I am sure you must have your eye on an employee such as he, and my wish is that he may receive in time the promotions you see fit to offer."

A bouquet for Miss Thorburn of the Groceries.

"I hope you will pardon the liberty I am taking of writing to you, but I cannot let such kindness from an employee of 'our Eaton's' go unnoticed.

"Last week I went to Winnipeg to send my overseas parcels and unfortunately went away without my address book, and as two members of my family had moved during the year, I could not complete it.

"Miss Thorburn, of the Grocery office, granted me a special favour by saying I could send her the addresses by mail. I was really touched by her kindness and, I might add, she was always helpful by her suggestions during the war years.

"So please give her a special thank you from a very satisfied customer, in your Contacts."

A personal thank you for Joan Hagman.

A while back a blind pensioner and his wife visited our office. They wanted to make sure that Miss Joan Hagman, of the Basement Store 5c to \$3.00 section, received a proper thank you and recognition for her good deed to them. The couple had lost all their savings when the wife's purse had been left in one of the women's washrooms. Joan found the purse containing over \$300 and turned it in to the Service Bureau. Miss Hagman's honesty and integrity are to be commended and the couple's heartfelt thanks go out to her.

Courtesy and Service Paid off for Mr. Condie of the Stoves.

"This is a letter of thank you for the most efficient and obliging way in which my wife and I were dealt with on our recent purchase of an electric stove from your store.

"Mr. Condie, your salesman, seemed, or I should say, did take a personal interest in our problem, and carried out our wishes to the letter."

A letter for Mr. Frank Patry at the Cooked Meat Counter on the Third Floor.

"We appreciated your assistance with the buffet supper for the choir last night. The turkeys and the decorated ham could not have been nicer. We felt that your interest and attention went a long way toward making the party the success that it was. Thank you."

Fourteen

Miss Lee's (Fancy Goods) helpfulness was greatly appreciated.

"I read a magazine article reminding people how often we write in complaints about sales-clerks, but seldom send a letter of praise for service well-rendered.

"You have a Miss Lee at the Embroidery Threads counter who has been of great service to me. In the past two months I have taken three huge colour charts to her and she has worked out the colours and blended them beautifully. They were big jobs and she did them willingly and showed so much interest.

"I offered to take her to lunch—chocolates—cigarettes. She said she went home for lunch, was on a diet, didn't smoke—was glad to have been able to help me and asked only to see the finished work.

"So many clerks seem bored or indifferent, it has been a distinct pleasure to meet Miss Lee."

Here's a "Thank You" for help with Christmas shopping.

"I wonder if I might write a little note to convey my very sincere thanks to your salesclerks for their kindness to me during the past holiday season.

"For the past eight weeks I have been ill, therefore unable to go downtown to do any shopping, which is so essential at this time of the year. I have had to use my telephone, and at times was not quite sure what I really wanted. But despite how busy or harassed the clerks were, each and every one was so very kind, courteous and helpful that my telephone shopping was accomplished with much satisfaction, and everything sent to me just perfect, even though some of my orders were small and I would never have asked to have them delivered, if I had been able to go out and carry them.

"I cannot thank each one individually, so take these means to express my gratitude for the wonderful service. It was so grand not to hear an impatient voice over the phone, and none of them seemed to mind taking time or trouble to help and advise me, and I appreciate all this very much.

"Wishing your Store and all the staff a very happy and prosperous year, and again my thanks."

The staff of the Women's Suits and Coats can take a bow.

"I would like to tell you how much I appreciate the service and attention which I always receive from the ladies in the Coat and Suit section. So far as I am concerned their courtesy is unsurpassed by any other department in which I shop. They certainly believe in 'service with a smile.'"

Orchids for Mr. Campbell, Contract Sales!

"Our extension (Ponoka Municipal Hospital, Alberta) is now in operation and our nurses pleasantly accommodated. I am extremely happy with our furnishings and have received many complimentary remarks on the colour schemes, drapes, and furniture over which you gave considerable thought.

"I wish to extend to you and those who were associated with you on our project, my personal appreciation and thanks for your valued assistance and interest. We are very proud of our nurses' rooms and recreation room.

"Mr. Powell and others of the Edmonton Store have been most solicitous and generous with their time.

"I hope when in Edmonton you will find it convenient to visit us."

L. V. Salton Addresses Assistants' Meeting

The regular monthly meeting of the Assistants' Association was held in the Grill Room, Monday, January 25. Mr. L. V. Salton was guest speaker. The subject of his very interesting talk was "The Relationship Between Merchandising and Television."

Mr. Salton opened by saying that there are many opportunities for success in Eaton's; that it was up to each individual to seize and capitalize on them, to be prepared for them as they arose.

He went on to say that this is an electronic age. Everything in our universe is composed of electrons but it is only in the last few years that men have learned to control their movement by means of the vacuum tube.

Television will probably never replace radio or the phonograph but will be a valuable addition to them, completing the field of home entertainment. It will bring about a revolution in our way of life. Mr. Salton pointed out there are 200 market areas in the United States and six in Canada which could be covered by TV. He estimated that 5,600,000 people on this continent would receive jobs in this new industry, and that it would probably become one of the top industries in North America.

The quantity and quality of programs have been tremendously improved with the passage of time. Although one television program probably cost as much to produce as a Broadway show, it was still worthwhile, because the response to television as an advertising medium is terrific. One program in the U.S.A. has an average audience of 8,000,000 viewers. He continued by pointing out that many of us probably thought that we should wait for colour television, but that this was still a long way from perfection. Colour TV programs can be picked up in black and white with an ordinary set and it will probably be years before the number of colour programs will be large enough to make the purchase of a colour set practical. He said that Winnipeg would probably have TV by early June of this year—that the programs would be better than average as we would receive films and kinescope recordings of the best programs which have already been viewed in the east.

He forecast that the majority of those listening to him would have a TV set within 12 months—that if a person had a set in his home for two weeks he would do everything possible to keep it.

Television will, in Mr. Salton's estimation, quicken the blood stream of American life by bringing the distribution of goods and services to a new peak of activity. Canada's bright future holds a shining opportunity for all of us in the merchandising field; it is up to each individual to be alert and prepared.

After Mr. Salton's talk the meeting was concluded by the showing of a film of the Blue Bomber-Edmonton game, Mr. Ken Davies, Blue Bomber official photographer, providing the commentary.



Will YOU Help Save a Life ?

Gamma Globulin, a by-product of human blood, will mean the difference between life and death for many Canadians in any subsequent Polio epidemic. So that there will be sufficient on hand to take care of any emergency, an urgent appeal is being made by the Canadian Red Cross for blood donors.

Will you help by registering **now** with your Department Welfare Secretary, or at the Staff Relations Office, Second Floor, Store?

Donors will not be asked to contribute blood more than three times in any one year.



Isabelle Hanna



Peggy McMillan



Mary Thompson

EATON LADIES' GOLF

By P. McCANCE

Get out those clubs and get them polished up, as it won't be too long until we are out digging up the turf—oh, those poor fairways! Oh well, it is good exercise and we do get the fresh air. Then, too, look at all the fun our field days are. Watch Contacts for further information as to the date of our opening field day, etc.

In case some of you were unfortunate enough to miss the Fall Field Day, let us acquaint you with our new executive elected at that time. The picture above shows the president in the middle flanked by the Store vice-president on the left and the M.O. vice-president on the right. Peggy McMillan, our new president, needs no introduction to Eaton Lady Golfers, as she has given so very generously of her time and energy over the past years to further our club and help make it what it is today. We know that you will all give her the loyal support she deserves, and under her leadership we will have a truly "bang-up" year. Isabelle Hanna and Mary Thompson are the vice-presidents from the Store and Mail Order respectively, and in them Peg will be ably assisted.

Let's get behind these girls and the rest of the executive and make our club the "best in the west"—east, too, if you like. If any of you have complaints or grievances, don't keep them to yourself—take them to any of the executive or committee members (that's what they are for) and get them ironed out—we refer to your complaints, not the executive. Suggestions for the betterment of our club will be more than welcome.

1954 SLATE OF OFFICERS

President.....	Peggy McMillan
M.O. Vice-President.....	Mary Thompson
Store Vice-President.....	Isabelle Hanna
Secretary-Treasurer	Sigrid Beale
Publicity.....	Peggy McCance
Handicap and Tournament....	Gladys Morris, Marg McKenzie
Prizes	Marg Goatcher

Store Committee

Connie Hancox—Ticket Sales	Staff Relations
Mollie Mitchell.....	Wages Office
Chris Bewick.....	Construction Office
Elsie Brownridge.....	Draperies

M.O. Committee

Lil Greenberg—Ticket Sales	M.O. Sales Room
Winnie Crowston.....	Department 33
Jean Fairhall.....	Department 5
Mattie Haldorson.....	Department 122

COMING!

"YOU CAN'T TAKE IT WITH YOU"
PLAYHOUSE THEATRE

APRIL 7, 8

Eaton's Mixed Five-Pin Bowling League

By NORM HENRY

Well, here we are again with views and scores on your bowling. Some are good and some are sad.

Division One — The high team scores have been: Winsomes, 3,447; Nomads, 3,288; R. Riders, 3,210.

Ladies' high scores have been: Hazel Tarry, 832 (416); Mary Mathews, 813 (328); Terry Kimok, 762 (328); Betty Greenwood, 746 (325).

Men's high scores have been: George Bennett, 899 (348); Harry Schiede, 764 (363); Sig Sigvaldason, 735 (366); Bill Stewart, 726 (257).

We must tip our hats to Hazel Tarry who rolled a beautiful game of 416. Starting with a run of nine strikes, in the last frame she had a spare and 13. Well done, Hazel.

Division Two—Well, the winners of this division are the Twenty-niners. Well done, Papa Smith. In winning this series, the Twenty-niners tied with the Jokers and won it on total pins.

Team high scores have been: Merri-macs, 3,200; Skippers, 2,980; Rip-Saws, 2,969.

Ladies' high scores are: Betty Luty, 738 (266); Vi Legacy 734 (291); Mary Montford, 706 (296); Edith Hull, 677 (269).

Men's high scores have been: Don McColl, 705 (281); Harry Repeta, 755 (317); Bill Robertson, 727 (311).

Division Three—Team high scores are as follows: Pat's Punchers, 3,103; Capitals, 2,938; Eagles, 2,818.

Ladies' high scores are: Betty Stevenson, 782; Ruth Baldwin, 734; J. Justice, 711; A. Treger, 736.

Men's high scores are: Pat Fellowes, 793; Alex Olien, 777; Jim Hobday, 758; P. Krentz (substitute) 707.

Division Four — Following are team scores for this division: Seven-Ups, 2,865; Selects, 2,849; No Blows, 2,810.

Ladies' high scores are: Dorothy Martin, 685 (334); Shirley Young, 676 (294); Ann McCaffrey, 669 (235).

Men's high scores are: Joe Green, 846 (398); Alex Thauberger, 797 (346); Morris Roscoe, 732 (317). We say "Well done, Joe Green, on your marvellous game of 398. Too bad you did not go to the 450 mark."

Division Five—The winners in this division are the Buffalers. Well done to you. Team high scores are: Buffalers, 2,804; Telacos, 2,726; Jeeps, 2,702.

Ladies' high scores are: Mary Schneider, 725 (307); Mary Freeman, 690 (285). Mary Freeman has set the new record for this division with a score of 690 plus a handicap of 165 to make a score of 855. Mary Schneider had 725 plus 120 for a score of 845.

Men's scores have been: Bert Bemister, 760 (271); Frank Crosley, 783 (299); Bill Mitchell, 716 (333).

Division Six — Team high scores are: Five D's, 2,797; Blowouts, 2,740; Money Bags, 2,649.

Ladies' high scores are: Eleanor Green, 647 (278); Jean Benire, 641 (279); Evelyn Johnson, 634.

Men's high scores are: Jack Stewart, 675; Dan Tomes, 692; Sam Emerson, 647.

Division Seven — Ladies' high scores have been: Lillian Aylen, 623 (208); Vi Sanderson, 602 (288); D. Stoney, 551 (202).

Men's high scores: Mike Kubura, 701 (257).

Division Eight — The winners in this division are the Whispers. Team high scores have been: Pic-Ups 2,691; Minx, 2,589; Ink Spots, 2,585.

Ladies' high scores are: Joan Beech, 343; Frances Well, 308; Peggy Salmon, 281.

Men's high scores are: Don McAuley, 324; Henry Kondret, 284.

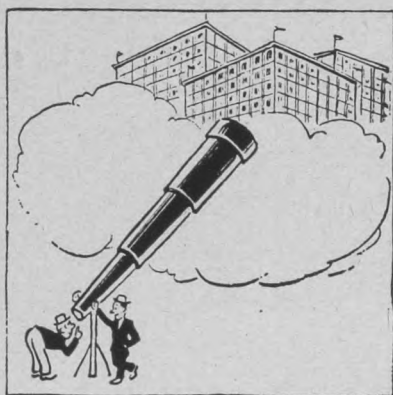
Men's high three is held by Lyman Hollingsworth, 945. Team high single is held by the Ink Spots, 1,103. The team with the high three is the Minx with 3,137.

\$\$ Suggestions \$\$

For good sound ideas that promote sales, simplify work, eliminate errors or cut expenses, that improve display features or safety facilities, you, too, can win top cash awards. The three people below are the latest to receive awards for their suggestions.

MR. E. NICHOL, M.O. Exchanges.....	\$10.00
M. DAVEY, Department 161.....	10.00
MR. F. HALE, Department 379.....	5.00

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

Foodateria—By Ruth Morris

Belated congratulations to Adrienne Weber who was married to Jack Vulliez, December 26. Mr. A. Carr presented Adrienne with Revere ware on behalf of the department.

Also belated congratulations to Gloria Ber-riman who received a lovely diamond over the Christmas holiday from Al Peterson.

Glad to see Millie Barker and Nettie Maki-chuk back after their recent illnesses.

Our deepest sympathy to Evelyn Cham-pagne on the loss of her brother.

We hope Ted Youd likes his new job.

We hope Marje MacFarlane is enjoying bet-ter health and hope to see her back in the near future.

5c to \$3.00 Department—By P. McCance

Once again Dan Cupid has been busy dis-persing his arrows in our department. Our Drug counter was hit twice: Miss Geannine McRae has become engaged to Mr. Lee Pas-coe, and Miss Sheila Lambkin to Mr. Clarence Knutt. Miss Laurie Laurence received her diamond from Mr. Ed Martel. Laurie is in our Men's Wear counter. Miss Jessie Sza-dorski, in the China counter, is wearing a lovely diamond from Mr. Jack Baun. Our very best wishes are extended to you, girls.

Miss Stella Shozda, who was section head for a number of years in our Stationery coun-ter, has left us to go to the General Office. Stella was the recipient of a matched set of golf clubs and with them went our very best wishes for the future.

We are pleased to have Mr. J. Dunlop, our supervisor, back with us after his sojourn in hospital.

Miss Lucille Burch is back to work once again. Glad to see you back, Lucille, and hope your hospital days are over.

We are glad to report that Miss Edith Milne, a retired member of our Hardware section, is coming along nicely after her throat opera-tion. Keep up the good work, Miss Milne.

* * *

MAIN FLOOR

Books and Stationery—By M. C. Lawton

Wilma Alexander left the Company on Feb-ruary 6. Mr. Freeman presented her with a twin sweater set with the good wishes of the department for success in her new venture.

On the sick list: Vera Burack, Myrtle Pick-up and Ella Beaton.

Eighteen

Ethel Smith went to the bonspiel at Portage la Prairie and reports a very good time, but the spring weather was not for the "roarin' game."

Notions—By V. Gillespie

Congrats to Mr. Shaw on becoming a grand-papa the second time.

Welcome back to our invalids, Helen Paul, Kay Joyce, Irene Weeden and Isabelle Miller.

Louise Freeman was presented with a gift of silver from the department on taking up her new position.

Nice to see Mr. Yelland back from his eastern trip.

Drugs—By C. O'Kelly

We were sorry to see Mary Smith, Coty demonstrator, and Kay Genthon, Lenthéric demonstrator, leave us. Both these girls have decided to concentrate on housekeeping.

Mary was presented with a carving set and Kay received bathroom scales from the de-partment. A dinner was held in their honour at the Nanking. About 24 associates attended. On that occasion they each received a beau-tiful pin and earring set.

We are glad to learn that Mr. Cassie, of Foodateria, will soon be shedding his steel brace and we will be glad to welcome him back.

We are also pleased to report that Dick Murray, of Camera counter, is progressing nicely. Hope he will soon be back with us.

We hear that Mrs. Johnston, of the Tele-phone staff, is away ill. We hope she will make a quick recovery and be able to return to us.

Jewellery—By R. Firth

Department 215 is pleased to welcome to its midst Mrs. Louise Maloney in our Cutlery sec-tion, and Mr. Walter Holt in the Watch sec-tion. We hope you like being with us.

Mr. D. (for Dunny) Dewar, popular signa-ture in 215 Department, left for greener fields in the M.O. Jewellery, 15 Department. A presentation was made on behalf of the de-partment by Mr. M. Donaldson, head of de-partment, who wished Mr. Dewar success in his new appointment. Good luck, Dunny, we'll miss you.

Miss Gladys Stanley, of our Jewellery Sec-tion, left for a three months' trip to England and Scotland. Have a good time, Gladys.

* * *

SECOND FLOOR

Fancy Goods—By Mabel Deacon

Miss Elizabeth Mills, popular member of our staff and impersonator of Al Jolson, left Saturday, January 30, to become the bride of Ernie Nelson, Heating Department. Mr. P. C. Cranston presented the bride-elect with a General Electric iron, a gift from the depart-ment. The wedding took place February 2, at Knox United Church, Dr. Hugh McLeod officiating. The popular couple left by motor on a tour of Southern California.

At a dinner held at "Town 'N Country," January 18, Elizabeth was the recipient of Revere ware from her associates.

Miss Elizabeth Craigie is confined to Grace Hospital where she is recuperating after her recent operation. We hope the operation will prove beneficial, Craigie, and that your health will improve.

Shoe Repair

We're happy to welcome back Mr. Speering after his recent operation.

* * *

THIRD FLOOR

Meat Department—By Hilda Mensforth

We are sorry to be losing two of our office staff. Mrs. A. Derkach is leaving to take up housekeeping as a career, and Miss S. Stewart is leaving to be married late in March. Shir-ley will be making her home in Teulon, Man.

Mr. Frank Cooper and Mr. Bill Baker are both recuperating after their recent operations. We hope they will soon be back with us. Also Mr. Tommy Poole and Mr. Tommy Money are on the sick list. Cheer up boys, we're all thinking of you.

We are happy to welcome Adeline Hamilton and Sylvia Bjornson to our Meat Office staff. Hope you'll be with us for a while, girls!

Hardware Department—By H. Smith

Pat Nagel received a lovely diamond from Mel McGuffin on January 14. It's a beauty, too! Congratulations, Pat and Mel.

We are sorry to report Mae Kennington is still on the sick list. Hope you'll soon be back, Mae.

Sporting Goods—By A. D. McGhee

Our very best wishes for future happiness to Freda Storey who became Mrs. Arthur Carrier, November 21. Mr. S. McCallum presented her with an eiderdown comforter on behalf of the department and Staff.

Prior to this, the girls of the department held a shower in her honour at the home of Mrs. Bigley where she was the recipient of a dinner set and numerous other gifts.

We are sorry to report Miss Bessie Towall has been very ill in the hospital but is home now and feeling much better. Department misses you, Bessie. We hope you will soon be back with us.

* * *

FOURTH FLOOR

Women's Coats and Suits—By M. I. Bowen

On January 15 the staff of Department 244 gathered together to honour Mrs. A. Black (Blackie) on the eve of her retirement. Mr. Graham Scrivener, on behalf of the staff, presented Blackie with a lamp table. Mr. Scrivener reviewed some of the highlights of her career in the department and expressed a wish from all of us, for "many happy years ahead for Blackie."

Mrs. Black was the recipient of several gifts from other friends, some of whom were retired members of Department 244.

Women's Lingerie

On behalf of the staff of Department 209, Mr. King presented Mr. Norm Franklin with a caddy cart as a little remembrance of his stay with us. We know he will enjoy his new department (Women's Sportswear) and we all join in wishing him every success and also the best on the golf course this season. We also take this opportunity to welcome Mr. S. Screaton to our department—formerly with Men's Clothing.

Mrs. Durier left our department January 13. She was presented with a gift and all join in wishing her the best of luck, and we'll be looking forward to a visit on her return to Winnipeg.

We are glad to report Mrs. Jeffries has made a speedy recovery after her recent operation. We are looking forward to seeing you back at work in the near future.

Beauty Shops—By S. Proctor

Our deepest sympathy goes out to Mrs. Eugenie Limnoes whose father passed away in Greece.

Also our sympathy goes out to one of our barbers, Mr. J. Newell, on the passing of his wife.

Once again our sincere sympathies to both of you.

Sorry to hear that Joyce Dennison had to go to hospital to have her appendix removed. Also glad to hear, Joyce, that you're as good as new again. It won't be long before you're back with us. Keep up the good work.

Welcome back to Mrs. Kay Houston after her illness. Glad to see you looking so well, Kay.

Welcome back to Lillian Spivak after her long illness.

Sorry to hear that Mrs. E. Findlay is in hospital for an operation. Hurry up, Mrs. Findlay, and get well again—spring is just around the corner.

* * *

SIXTH FLOOR

Floor Coverings—By Gladys McLean

The stork visited Mr. and Mrs. Joe Reid on January 19 and left a lovely baby girl who weighed in at 7 lbs. 10½ oz. Her name is Jo-Ann Mary. Congratulations.

Not to be outdone, our Workroom had a visit from Mr. Stork on February 9 when he left a baby boy with Mr. and Mrs. Ron Houston. Congratulations.

Welcome to Jim Sumner who has joined our staff.

It is always nice to see those who have retired from the department. We were pleased to have a visit from Mr. Mason, Mr. Spencer and Mr. Hobson.

We were very pleased to have a visit from Mr. McGowan and glad to see you so much better. Hope you continue to improve in health.

General Office—By Geneva Hayward

Spring is almost here and we really have something to crow about—six lovely young brides-to-be:

Wedding Bells—March 13, Eileen Hewitson and Alan Law; May 8, Bernice MacLaren and Rev. Harry Green; May 14, Betty Matthews and Howard Law, Betty-Ann Amell and Gar Baxter (Blue Bombers). Comes the fall, Lorraine Anderson and Ed Carlson, Anne Larson and Keith Burton, and Peggy Earle and Norman Phillips. Congratulations and best wishes.

The early birds on vacation will journey south of the border. Anne Campbell and Joan Randle to Florida, and Gladys Dopson to San Diego. Enjoy the sun, girls, and get a good tan.

Earla Graham prefers the higher altitudes in the north-east and will spend her time in Vermont.

Mrs. Lydia Gysler, of Correspondence, left January 3 to devote herself to full-time house-keeping. She was the recipient of gloves and a scatter pin from the girls.

To our new members, Edith McCormack, Mary Hepner and Carol Gibson, welcome to the G.O.

* * *

EIGHTH FLOOR

City Advertising—By Ethel Pratt

We offer our congratulations to Joan Sherman who has been in charge of the Good Deed Club on her recent appointment as assistant to Miss Wilma Blocher, Fashion co-ordinator. On behalf of the staff, Mr. John Bruce presented Joan with a Royal Doulton figurine.

Miss Rose Cooper will assume the duties of the Good Deed Club and we know that with her usual good nature and efficiency she will be able to keep all the little Good Deeders happy, and see that the tradition of the theatre (the show must go on) is carried out to the full. We wish you success, Rose, in this new undertaking.

We are sorry to lose Bruce Head, of the Art department, and wish him success in his new venture into the advertising world. Bruce was presented with a London recording of The Victory March.

We miss Bob Bissell's friendly grin. Bob's been transferred to the Mail Order and will be associated with the Portrait Studio and Photography Department.

Paul Herriot is looking a little haggard these days—strenuous work curling in the bonspiel—plans to train daughter Paula for his team next year. She will be about 15 months old by then so should be ready for action.

The girls of the advertising department held a surprise house warming at the home of El-dred Ormond recently. Along with the mak-

ings of a good party, the gals took along a breakfast set for Eldred's china cabinet. The tension of keeping a secret for five days ended when Eldred opened the door and we shouted "Surprise!" and a good time was had by all.

We are very proud of Denise Chivers and Len Sandeman, of the Art Department, who have each had a picture accepted by the Manitoba Society of Artists for their annual exhibition in the Civic Auditorium.

Budget Plan—By E. Tamplin

Sorry to say good-bye to Flo Osman who left January 20 to reside in Vancouver. Flo received a radio as a parting gift from the department. A number of the gals held a surprise party for Flo at the home of Rose Ann Lemoine where she was presented with a jewel case and a Ronson lighter. Good luck to you, Flo.

Mrs. Marge Major left to make her home in Portage la Prairie. Marge's gift was a table lamp and she also received a beautiful rhinestone pin from her section and two lovely china floral ornaments from a number of her friends who held a luncheon in her honour.

It is nice to see Olive Drapack, Betty Davies and Evelyn Nicol back with us again. Glad to hear you are feeling well again.

We're sorry to report that Shirley Siddon, Evelyn Cassidy and Leonie McCartney are on the sick list. A speedy recovery, gals, hope you will soon be back with us again.

Hearty congratulations to two of our former office members, Mrs. Hermine Pokrywka and Mrs. Ruth McFadzean, who are now the proud mothers of baby boys.

Provision Order Board—By A. Atkin

Our best wishes to Rose Sloan who received a lovely diamond. Very happy to see Ruth (Kachman) Saunderson and her offspring. A very short visit but a nice one.

Welcome back to Marg Paterson who has been on the sick list.

Tuesday, January 26, a party was held at the home of Winne Kelley. A lovely time and a lot of "laffs" was had by all.

D.A. Office Chatter—By E. Landsley

We've been a long time writing up our news, but here we are at last, and it's all good. Sorry to have taken so long.

First, we'd like to offer our best wishes for a long and happy married life to Velma and Charlie Merklinger. A wedding gift of dishes was presented to Velma, and the girls showered the bride with a gift of luggage to help her when she moves to her new home in Portland, Oregon. Lots of luck to you both.

Best wishes are extended to Miss Mary Lewis who is wearing a lovely diamond ring presented by Mr. Winston Simpson. We hear that wedding bells will ring in June.

Miss Pat Caplette is also wearing a diamond on that all-important finger and what a beauty it is, too. The lucky man is familiar to everyone, Ted Robbie. We wish you both every happiness.

January 9 Miss Landsley became a very happy Mrs. Jack Christensen. A set of stainless steel pots and pans was presented by Mr. Clark, and the gift from the Store was a rug. The girls, with their wonderful taste, held a shower at the Paddock, where gifts of a radio and a toaster were gratefully accepted.

Miss Beth Hannah left the office in the midst of congratulations and good wishes to become the bride of Mr. Bill Hughson on February 6. Mr. R. Clark presented, on behalf of the office, a mantel radio as our wedding gift. The Company's gift to the newly-weds was a chest of silverware. A shower was held in Beth's honour where she received linens. We want to add our good wishes for a happy married life.

Appendicitis can be a very serious operation, but when you come out all smiles and also wearing a lovely engagement ring, it's a wonder the hospitals aren't besieged. Miss

Joyce Matthews has weathered both within a few days. Mr. Gibb Weller is the lucky man. Our congratulations to you both.

A speedy recovery wish goes to Norma Aitken and Irene Olien who are both away with tonsillitis. We hope to see you both up and well again soon.

Sales Audit and C.O.D. Office—By Pat Giles

We are pleased to report that Margaret Woods is making steady progress following an appendectomy. Hope to see you soon.

Sorry to report Norma Wilks, Thora Einarson and Jean Jenkins are also on the sick list. Hurry and get well.

Glad to see Lorraine Lohoskie and Ruth Appler back after their recent illnesses.

Pleased to report that Mr. Ward is making steady progress following his recent illness. Keep up the good work, Mr. Ward.

Wages Office—By K. Einarssen

The Wages Office said good-bye to Miss McNaughton, Saturday, January 23, on her retirement. Jessie and her sunny disposition will be greatly missed in the office by her many friends who extend to her best wishes for many healthy, happy days of "extended vacation."

* * *

ELEVATOR UPS AND DOWNS

By Agnes Reese

Congratulations and a happy retirement to Bob Smullen who retired January 16.

Joyce Schultz left recently and her remembrance from the girls was a gift of linen.

Marguerite Daigneault became the bride of Alex Sinclair on February 13. Her gift from the girls was cut glass. Congratulations and best wishes from all of us.

Joyce Pincosky transferred to the Candy Department. Good luck, Joyce.

Glad to hear that Lorna Dearman is feeling better after her recent appendectomy.

Good luck to David Clifford who has left recently to accept a position in the U.S.A.

Welcome back to Shirley Hobson (nee Byman), Sheila Lanchbery (nee Russell), and Joyce Savilaakso (nee Dagg).

We would also like to welcome two new men, E. Youd and D. Herring. We hope your stay will be a pleasant one.

* * *

Women's Garment Alterations

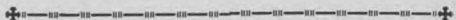
By Helen J. Ledochowski

Elaine Reynolds became Mrs. Gordon Robinson on December 19 at St. James Church. Elaine was presented with a blanket by Miss K. Waywood, head of department. She also received a white damask table cloth, blanket, sheet and pillow cases amongst numerous other gifts. Best of luck and happiness, Elaine and Gordon.

Mrs. Corrine Dugas retired on January 14. She was presented with a lamp and glamour pin by the department.

Elsie Barchet left us to take up housekeeping. She received a beautiful table ornament and glamour pin.

Glad to have Eveline Hart, Cam Tetrault and Agnes Kroeker back with us following their recent illnesses.



TEN REASONS WHY WOMEN BUY As Outlined by Mrs. W. R. Walton, President, Canadian Association of Consumers

1. Hubby tells her she mustn't.
2. Nobody has one like it.
3. Everybody has one.
4. It's a bargain.
5. You get a bargain with it.
6. It comes from Paris.
7. It makes her look thin.
8. It's pretty.
9. It's going to be scarce.
10. Just because.

In The Mail Bag

SECOND FLOOR

M.O. Packing and Shipping—By F. Spice

We are sorry to report that Miss Margaret Leonard and Mr. H. McMillan are both on the sick list, and we wish them both a speedy recovery and hope to see them back at work soon.

* * *

FOURTH FLOOR

M.O. Children's Shoes—By D. Clubb

Friday, February 12, a supper and dance was held at the Roseland in honour of Mr. J. Slater on the occasion of his retirement after 42 years of service. Mr. P. W. Carter, supervisor, presented him with a Royal Doulton figurine on behalf of his friends and business associates. Saturday, February 13, Mr. B. H. McGregor, head of department, presented Mr. Slater with a La-Z-Boy rocking chair from the staff. He also received a travelling clock from the girls in the department as well as other gifts from his many friends. Best of luck, health and happiness in the future from the gang.

M.O. Hardware

By H. Sigurdur and B. Landry

Congratulations to Mr. and Mrs. Con West who became the proud parents of a baby girl, Elizabeth Ann, on January 31. The stork won out in a mad race to the hospital and the baby had the distinction of making the front page news by being born in the taxi cab at the door of Victoria Hospital! All three are now doing well.

We were all pleased to welcome back Charlie Sharman who had been on the sick list for three weeks.

* * *

FIFTH FLOOR

Women's Accessories and Millinery

By Muriel Fraser

That extra brightness in our trimming section shines from a lovely new engagement ring worn by Frances Dickson. Our best wishes, Frances, and congratulations to Roland McEwen, of the C.N.R., the very lucky young man!

Draperies—By I. Eilmes

We would like to extend speedy recovery wishes to Mr. W. W. Macleod. We are looking forward to having you back with us very soon.

Congratulations to Mrs. Edith Stewart on the birth of a lovely 5-lb. 10-oz. son, Leslie George, on January 24.

* * *

SIXTH FLOOR

Sportswear—By M. Kurdydyk

Not too much news to report now, but we would like to say welcome back to Marion Mayer and Agnes Bender after their recent illnesses. Aggie, our office girl, had the chicken pox. Where could she have picked it up? All kidding aside, it is good to see her back at her desk.

The gang wish to congratulate Mr. J. Johnston on his promotion as head of our department.

M.O. Men's Clothing—By F. Paget

We're glad to have Marie Kitchen and Jack Chillwell back again after being on the sick list for some time.

We welcome Doreen Watts to our staff and hope she will soon feel at home among us.

M.O. Dress Goods

The big news of this month is the appointment of Mr. Jack Donnett as our new assistant. Welcome to Department 33, Mr. Donnett.

Our sincere sympathy to Miss Edie Chapman in the death of her mother, Mrs. M. Scott.

* * *

SEVENTH FLOOR

Women's Dresses

By Mrs. Neil and Miss Carriere

We would like to extend our best wishes to Miss Paul on her engagement, January 20, to Mr. Allan Broadhurst.

* * *

EIGHTH FLOOR

M.O. Files, Salesroom and Correspondence

By J. Greenwood

Well, well! What have we here? A man! The most eligible bachelor in the Mail Order.

How he has run the gamut and slipped through the fingers of 200 girls in his own department will always remain a mystery.

Gordon Grimes, Department 78, M.O. Contracts, announced his engagement to Edith Connett, of 203 Department, and he is, therefore, now out of circulation. Congratulations, Edith and Gordon.

Mary Sadler is still on our sick list. Look after yourself, Mary, we hope to see you back soon.

Correspondence—By Dorothy Marchand

On January 16 we said good-bye to June de Gagne and Eunice Treadwell who left the department after five years' service.

Upon leaving, the department presented June with bedding and Eunice with silverware.

We are sorry to see you go, girls, and would like to wish you the best of luck.

We are pleased to hear that Yvonne Favel is near recovery after her recent accident and hope she'll be back with us real soon.

M.O. Cashiers—By Elsie Norton

Congratulations to Mr. and Mrs. E. Wall on the birth of their daughter, Elaine Barbara.

A speedy recovery to Jean Maxwell who is convalescing at home after her recent operation.

M.O. Copying—By M. Shepherd

Congratulations to Louise Macuch who received a lovely diamond from Jerry Gaba on January 16.

Sophie Huculak was presented with a pop-up toaster and a table cloth when she left the department to be married to Douglas Walker on January 23 in the chapel at Fort Osborne Barracks. The girls held a dinner for Sophie at the Homestead where she received a wool bed throw.

Best wishes to Rose Morris who received a lovely diamond on February 12 from John Figol.

M.O. Complaints—By J. Baynes

"It was a wonderful evening and we all had a wonderful time," was the unanimous opinion of everyone who attended the Valentine party and dance held by about 70 members of Departments 117, 118 and 118A on Friday, February 12, at the West Kildonan Legion Hall.

We all hope for another party as enjoyable before too long.

* * *

NINTH FLOOR

M.O. Gloves and Hosiery—By M. Scott

Very sorry I forgot the news about our Christmas party held at Peggy's Pantry last December. Can only blame it on the rush. Anyway I think everybody, including Santa Claus, had a good time.

During the Christmas season Mr. and Mrs. S. Fleming entertained the staff at a turkey supper at their home and again a pleasant evening was enjoyed by all.



CONTACTS

Published monthly by

T. EATON CO. LIMITED

of Winnipeg, Manitoba, for distribution to
the Co-workers of the Organization

Vol. 29

MARCH, 1954

No. 2

Editor: JIM PAUL

On January 22 the department held a farewell supper and dance at Moore's for Mr. S. Fleming who has been transferred to Toronto where he will be gloves and hosiery buyer for the Mail Order branches.

As a parting gift, Mr. Paterson presented him with a decanter and glasses with the best wishes of the staff in his new appointment.

Our congratulations to Mr. Paterson on his promotion. Also to Mr. W. Lockwood who has come to us from the Merchandise Department. We hope he will be very happy in Department 1.

M.O. Jewellery—By J. Farr

We were very sorry to have Mr. Jack Donnett leave our department to take up duties in Department 33. Mr. R. Robertson expressed the best wishes of the staff when he presented Mr. Donnett with a 400-day clock as a memento of this occasion.

Our congratulations and a hearty welcome to Mr. D. Dewar who has been appointed assistant manager of Departments 15 and 17.

M.O. Men's Furnishings—By D. Dee

Congratulations to Mr. George Firth on his recent appointment as head of department.

We are glad to have Mr. F. McCorquodale back again after being absent through illness for the past two weeks.

Our sympathy to Mrs. A. Stevenson in the recent loss of her father.

* * *

ALEXANDER AVENUE WAREHOUSE

Box and Bag Factory—By N. Lemecha

Mr. Sparks was presented with a suede jacket on behalf of the department by Mr. H. V. Clarke.

Our department was pleased to receive some of the Eaton retired employees on February 4, who were making a tour of the Printing and Alexander Warehouse.

We are pleased to hear that Mr. Darroch is enjoying his 25th anniversary holidays down south in Mexico, New Orleans, etc.

By I. James

There was a gleam in the eye of Miss Nellie Lemecha on February 14, for it was Valentine's Day and she had just received a diamond for that one and only finger. The lucky man is Art Gervais. Best of luck to you both.

* * *

PRINTING PLANT

By Margaret Torrance

Mr. George Grant was the recipient of a clock radio, Friday, February 12, a gift of 1745 Department on the occasion of his retirement after 33 years of faithful service with the Company.

Sympathy is extended to Mr. W. Vivian in the loss of his mother; Mrs. Lloyd in the loss of a sister; Miss A. Marcoux in the loss of a brother.

QUARTER-CENTURIES

(Continued from Page Four)

Mr. A. Arnason, supervisor, presented Norman with a travelling bag to commemorate the occasion.

Norman John Day is another Scot born in Cairnie, Aberdeenshire, Scotland. He is married and has three children, the oldest, Mrs. Eileen Ferguson, has been with the Company for eight years.

Mr. and Mrs. Day will be taking a trip overseas during the summer months. Our best wishes go with you and your wife for a very enjoyable holiday.

* * *

THE CUSTOMER WHO NEVER COMES BACK

I'm a nice customer. You all know me—I'm the one who never complains, no matter what kind of service I get.

I'll go in a restaurant and I'll sit while the waitress gossips with her friends and never bothers to serve me. But I don't say a word—I just wait. If the soup is cold, or the cream sour, I try to be nice about it.

It's the same when I go to a store. I don't throw my weight around. I try to be thoughtful about the other person. If I get a salesgirl who becomes "uppity" because I want to look at several things, I'm polite as I can be. I don't believe that rudeness is the answer—you see, I wasn't raised that way.

I seldom take anything back to a store, because I find people so disagreeable about such things, but one day I did take back a pair of nylons. I'd bought three pairs in a box and one pair had a run in them. The girl crossly told me it was my fault. I guess it was, for I hadn't examined them before I bought them. But I didn't make a fuss about it. I just decided to take the loss myself.

A short time later I bought a toaster that burned out after I'd had it only two weeks. I certainly hated to take that back. But I thought maybe they would know where to send it and I could pay for having it repaired. I didn't get the chance to tell them this, they were so busy telling me I had burned it out on purpose. I couldn't think of anything to do but leave. So I quietly walked out.

I never kick, I never nag, I never criticize, and I wouldn't dream of making a scene. No, I'm the "nice" customer.

But I'll tell you what else I am—I'm the Customer who never comes back. That's all I do—I just never come back. But unfortunately a dissatisfied customer like myself, multiplied by others like me, can just about ruin a business.

I often wonder why they spend so much money on expensive advertising trying to get us back when they could have kept us in the first place by a few words and a smile!

—Kiwanis Magazine

In Memoriam

Why should I fear Death's call? Can there e'er be
In life more beautiful adventure than
To re-embark upon that unknown sea?—James Terry White

MRS. K. MATHESON

Mrs. Matheson, a member of the staff of the Employees' Cafeteria, passed away on Sunday, January 17. Born in Austria, Mrs. Matheson came to Winnipeg 32 years ago, and had been an Eatonian for ten years. We extend our sincere sympathy to her daughter, Maryann, in her loss.

RETIRED EATONIANS

We regret to report the passing of a former member of our staff,
who had been enjoying his retirement.

MR. A. BLACK, formerly of the Foodateria Groceries, January 23.
To the members of his family we extend sincere sympathy.

We extend sincere sympathy to those members of the staff who have
lost someone dear to them during the past month.

In the Loss of a Mother

MRS. M. ROBSON...M.O. Exchanges
MRS. N. TRONIAK...M.O. Furniture
MISS JUNE SPELCHAK
M.O. Women's Lingerie
MR. W. VIVIAN.....Printing Plant
MISS EDITH CHAPMAN
M.O. Piece Goods
MRS. ROSE BOTT...Women's Shoes
MRS. J. ELLISON
Third Floor Coffee Bar

In the Loss of a Father

MRS. E. LIMNEOS....Beauty Shops
MR. PETER PENDYK...M.O. Packing
MR. F. G. MUIRHEAD
Superintendent's Office
MRS. MABEL STEVENSON
M.O. Men's Furnishings
MRS. S. CLEGHORN....Piece Goods
MISS M. ANDERSON
Head Cashier's Office

In the Loss of His Wife

MR. J. NEWELL.....Beauty Shops

In the Loss of Her Husband

MRS. J. FOTHERINGHAM
Cafeteria Kitchen
MRS. IRENE CESSFORD
M.O. Seeds and Plants
MRS. M. PLATZ
Fancy Goods Workroom

In the Loss of a Brother

MISS HELEN EMSLIE
M.O. Infants' Goods
MISS MOLLY MAY...Service Bureau
MISS ALICE MARCOUX
Printing Plant

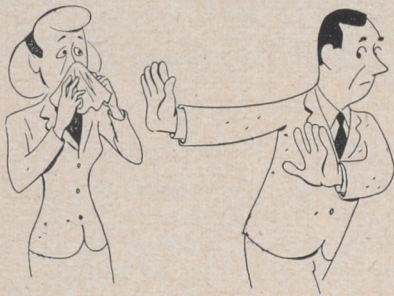
In the Loss of a Sister

MRS. E. LLOYD.....Printing Plant
MR. D. DOERTZEN...M.O. Packing
MRS. W. ATKINSON...Printing Plant

In the Loss of a Baby Brother

MISS E. CHAMPAGNE
Foodateria Groceries

how to avoid catching cold..



AVOID PEOPLE WITH
COLDS AS MUCH
AS POSSIBLE



BEWARE OF FATIGUE...

AVOID OVERWORK AND GET
PLENTY OF REST, EAT THE RIGHT
FOODS AND GET YOUR SHARE
OF EXERCISE, FRESH AIR
AND SUNSHINE



KEEP FEET WARM
AND **DRY** BY WEARING
YOUR **RUBBERS** AND
OVERSHOES



KEEP OUT OF DRAFTS
RAPID CHANGE OF TEMPERATURE
SETS STAGE FOR COLDS BY
LOWERING YOUR RESISTANCE TO
COLD BUG.

Courtesy Contacts

THE T. EATON CO. LIMITED
CANADA
EXECUTIVE OFFICES

WINNIPEG

Dear Fellow-Eatonian:

"Courtesy is contagious" and is a condition which spreads rapidly when given the proper surroundings. Not only does it affect the recipient but also the person transmitting it. It is a condition which is very evident among many members of our staff, both selling and non-selling, and is frequently remarked upon by our customers.

Nevertheless, it is felt that even this commendable situation may be improved upon, and a Courtesy and Service Campaign will be initiated in the Store commencing September 21st. The main objective of the campaign will be a stimulation of our employees to give their utmost in courtesy and service to customers, thus making our Store an even more enjoyable place in which to shop.

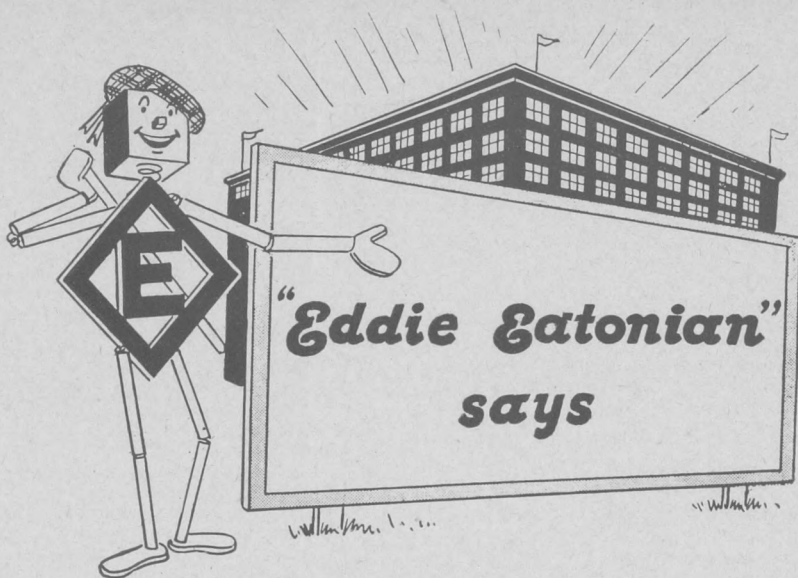
Eatonians are noted for their spirit of enthusiasm--for their ready response to every effort which makes the Company of greater service in the community--and for their ability to see a thing through.

That is why I am confident this campaign will be an outstanding success, and that it will have the full support of each member of the staff.

Yours sincerely,

A.R. Lusher

General Manager.



This special issue of Contacts has been published to bring home the importance of the Courtesy and Service Campaign which we are all embarking on this month. Those in charge of arrangements for the campaign have chosen a method of presenting it that will be extremely valuable to those participating. The "conference" method, which is essentially a round-table discussion, will allow us all to use our past experience and make known our opinions on subjects which affect our courtesy and service.

The committee in charge of Courtesy and Service has, in effect, said to us, "We know that you, as members of the staff, appreciate the importance of courtesy and service in our business. However, the conditions of the present time have made these increasingly more important. You who are dealing with the public daily, by using your experience, expressing your opinions and ideas on all matters affecting courtesy and service, can help us improve these two important aspects of our business."

It is of paramount importance that we all realize that our active participation in these discussions is the one factor which will determine the success of the campaign.

A Message from Our Staff Superintendent

Dear Staff:

The main purpose of this campaign is to establish a courteous, friendly relationship between our staff and customers. This, we hope, will be a lasting relationship.

This campaign will have a new approach, namely, the conference. The object of the conference is to promote free discussion between all members of the staff on the importance of courtesy and its results.


Your conference leaders have not been chosen to teach you how to do your job, but rather to help you extend more courtesy to our customers and increase the selling skill you already have.

The activities of the conference leaders during the campaign will be directed through the Staff Training Department, and we ask the full co-operation of all our staff members in making the work of these leaders successful.

We specially ask all staff members to attend their conference when they are notified. This is most essential.

Courtesy and Service are important contributions to the success of our Company. Let us maintain these at all times.

Yours truly,



Staff Superintendent.



Mr. Bruce Sutherland

The Way The Campaign Works

The Conference method of running this campaign will allow all of us who represent the Store to the public, to participate in group discussions regarding Courtesy and Service. The conferences will include everyone under the rank of signature in all selling departments, members of the C.A., D.A. and Budget Plan offices, the floormen, doormen, washroom attendants, parking-lot attendants, elevator operators and drivers.

We will be divided into groups of 16 to 20 in order to encourage a freer exchange of ideas. All sales people will attend two one-hour meetings, expense and service personnel one one-hour meeting. To wind up the meetings everyone will see a specially prepared film on the subject.

Each group will have a leader who will help guide our discussions and will sum up and review our conclusions with the committee. These discussion leaders are all members of our present staff who were suggested to the committee because they have practical experience in selling, are well versed in Company policy, have good personality and the ability to impart knowledge. These people are all conscious of the importance of our work, and they

will appreciate the present knowledge and experience of each member of their group.

As in all other things, the amount you get out of a discussion depends on the amount that you contribute to it. We all discuss these things during lunch and over our coffee; now we can discuss them knowing that any conclusions we come to, or recommendations we make, will be given careful consideration by the committee.

(Continued on Page Four)

The Way the Campaign Works

(Continued from Page Three)

To let us know how effective our talks have been, a contest starting September 28, which will run for four weeks, has been planned. Each department will be judged weekly on the following basis:

1. Independent shoppers will shop each department and will judge the department as a whole on the basis of their treatment by a sample of the sales force. (60%)
2. Punctuality and attendance. (10%)
3. Freedom from customer complaints. (30%)
4. Each department's score will be posted weekly on a large scoreboard in the passageway to the Employees' Lunch-room. In addition, the shoppers will select five people from expense departments who tendered them outstanding service. These people will have their pictures posted weekly on the scoreboard. After four weeks, the two merchandise departments with top scores, and the 20 expense personnel will be suitably honoured.

Here is a chance for you to make known your pet "peeve" about Eaton service, and offer your suggestion for correcting it. Let's all take advantage of this opportunity to help ourselves and the Company.

COURTESY

How sweet and gracious, even in common speech,

Is that fine sense which men call Courtesy!
It transmutes aliens into trusting friends,
And gives its owner passport round the globe.

—James Thomas Fields

Life is not so short, but that there is always time enough for courtesy.

—Emerson

"I AM COURTESY"

I am a little thing with a big meaning.
I help everybody. I unlock doors, open hearts, dispel prejudice. I create friendship and good will. I inspire respect and admiration. Everybody loves me. I bore no one. I violate no law. I cost nothing. Many have praised me. I am pleasing to those of high and low degree. I am useful every moment of the day.

I am COURTESY.

Four

"I AM GOOD WILL"

I am GOOD WILL.

The friend of every man, the foe of none.

My cost is a trifle; a handshake, a smile, a thank you, a pleasant "good morning." They bind me to you and make me your slave.

I can do wonders for you because business is ever ready to come at my beckoning.

I work anywhere, everywhere — office, street, another state, around the world. Boundaries mean nothing. Laws do not hinder or restrict me because I recognize no law save that of the Golden Rule.

I am a priceless asset. Guard me well because I am easily lost to another more vigilant than you.

I am GOOD WILL.

GOOD BUSINESS

By EDGAR A. GUEST

If I possessed a shop or store,
I'd drive the grouches off my floor,
I'd never let some gloomy guy
Offend the folks who came to buy.
I'd never keep a boy or clerk
With mental toothache at his work,
Nor let a man who draws my pay
Drive customers of mine away.

I'd treat the man who takes my time
And spends a nickel or a dime
With courtesy and make him feel
That I was pleased to close the deal,
Because tomorrow, who can tell?
He may want stuff I have to sell,
And in that case then glad he'll be
To spend his dollars all with me.

The reason people pass one door
To patronize another store
Is not because the busier place
Has better silks or gloves or lace,
Or cheaper prices, but it lies
In pleasant words and smiling eyes.
The only difference, I believe,
Is in the treatment folks receive.

(Copyright, 1953)

—Reprinted from Toronto Telegram